

## External Marketing Assessment

External marketing are those activities meant to raise the practice profile community-wide, enhance the reputation of excellence that the dental office carries, attract additional new patients to the office, and make current patients eager to recommend the practice to family and friends.

**Review of the following assessment will help the dentist and team members evaluate current External Marketing efforts and plan new ones.**

### List previous marketing efforts:

- Who coordinated these activities?
- What was the cost of each?
- Were the results measured? Successful or not?
- What is the average count of new patients per month for the last year? How does that number compare to the new-patient-per-month goal?
- Which of these activities are to be continued? Which discontinued?

**Profile your patients:** Ages? Gender? Occupations? Zip codes? How long as a patient? Recare frequency? Treatment acceptance rate?

- Does the profile surprise you? Are you pleased?
- Are all ages represented? General Practice---from children to older adults? Pediatric Dental Practice---from infants to young adults? Orthodontics---a fair share of adults in addition to young patients?
- Do you have an excessive load of managed care or Medicaid?
- Are all neighborhoods in your city represented? Any areas where you have no patients and want some?
- Are leading businesses and industries represented among your patients?
- Is the acceptance rate around 90% of recommended treatment?
- Are 70% – 80% of your active patients enrolled in the Recare System?
- Are current patients referring new ones?

**Study recent and projected growth for your city:** neighborhoods, schools and universities, industrial sites, daycare centers, health care facilities, military installations? Is your office conveniently located to serve residents, students, members, and employees of these facilities?

### **Make plans:**

- Decide what type of patient is under-represented or missing from your practice.
- Decide which groups are to be reached:
  - By age?
  - By gender?
  - By address/zip code?
  - By employer/occupation?
  - By approximate income level?
  - By school attended?
  - By membership in civic, social, religious, educational, military, etc. organization?

### **Decide places and ways to make contact:**

- On your website and other online postings?
- Your patients---ask for referrals?
- Business and industry?
- Newborn nurseries and neonatal units?
- Preschools and day care centers?
- Schools---elementary through high school?
- Colleges and training institutions?
- Assisted living facilities?
- Health agencies and organizations?
- Other health care providers?
- Professional organizations, clubs, etc.?
- Religious, social, and civic organizations?
- News media---Print? Yellow pages? Radio? Television? Online?
- Business and industry?
- Military installations?
- Direct mail?

### **Who on staff will be responsible for coordinating the marketing activities?**

Should the position of Marketing Coordinator be designated? filled by a current staff member or hired as a new position?

### **What is the budget for marketing activities for the next year?**

### **What is the new goal for new patients per month?**

### **How and when will we measure results of the External Marketing program?**